

ABSTRACT OF THE DISCLOSURE

An image sensing apparatus and method which controls a noise reduction process under various photographing conditions and various functions of the apparatus, including a system control unit that controls a noise reduction unit by setting the noise reduction control mode to a zoom stop mode under conditions that an electronic zoom unit and a zoom lens are stopped, and controls the noise reduction unit by setting the noise reduction control mode to a zoom operation mode under conditions that either the electronic zoom unit or the zoom lens is operated.

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